

Rep Order# 6832077 Ver# 2 Status Returned  
EC'd Yes Traffic Order# 104412 Printed: 07/18/2012 2:37 PM  
Last Received: 07/12/2012 4:06 PM

Showing Buylines: All Lines  
1 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HELLER FOR SENATE  
Product HELLER FOR SENATE  
Estimate# NEIL WILLIAMS  
Buyer Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=\*

— REMARKS —

PLEASE SEE BELOW.

HAVE NEWS IN PRIME AIRING 830-930P AND JEOP/WHEEL AIRING  
930-1030P AFTER NFL. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	1	W-F	5A-6A	Buyline Comment: NEWS	:30	\$185.00	09/05-09/07	3	1	3	\$555.00	
2	M-TU	5A-6A			:30	\$185.00	09/10-09/11	2	1	2	\$370.00	
3	M-TU	6A-7A	Buyline Comment: NEWS		:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
4	W-F	6A-7A	Buyline Comment: NEWS		:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
5	W-F	7A-9A	Buyline Comment: TODAY		:30	\$550.00	09/05-09/07	3	1	3	\$1,650.00	
6	M-TU	7A-9A	Buyline Comment: TODAY		:30	\$550.00	09/10-09/11	2	1	2	\$1,100.00	
7	TU	9A-10A	Buyline Comment: TODAY		:30	\$200.00	09/11-09/11	1	1	1	\$200.00	
8	W,F	9A-10A	Buyline Comment: TODAY		:30	\$200.00	09/05-09/07	2	1	2	\$400.00	

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Hiatus Weeks

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

9	W-F	10A-11A		:30	\$200.00	09/05-09/07	3	1	3	\$600.00	
10	M-TU	10A-11A		:30	\$200.00	09/10-09/11	2	1	2	\$400.00	
11	M-TU	12P-1230P		:30	\$275.00	09/10-09/11	2	1	2	\$550.00	
12	W-F	12P-1230P		:30	\$275.00	09/10-09/11	2	1	2	\$550.00	
13	W-F	12P-1230P		:30	\$275.00	09/05-09/07	3	1	3	\$825.00	
14	M-TU	3P-4P		:30	\$300.00	09/05-09/07	3	1	3	\$900.00	
15	M-TU	3P-4P		:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
16	W-F	4P-430P		:30	\$350.00	09/10-09/11	2	1	2	\$700.00	
*17	W-F	430P-5P		:30	\$350.00	09/05-09/07	3	1	3	\$1,050.00	
18	M-TU	430P-5P		:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
19	M-TU	5P-630P		:30	\$725.00	09/10-09/11	4	1	4	\$2,900.00	

Rep Firm  
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Salesperson ( ) AMY MCCREARY

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